

MEMO TO: Kit Spencer

DATE: 12/18/81

FROM: Paul Fleming

cc: D. Kaminer
E. Silverglide
M. Tomczyk

SUBJECT: Preliminary Proposal/Outline for New VIC Magazine

The following items should be considered in the organization and production of a magazine for the VIC consumer:

PURPOSE: To provide the VIC consumer with a timely presentation of news concerning the product and its users. In addition, the magazine could serve as an ideal sales tool, allowing the consumer to realize enhancements and expansion of the VIC product line.

TITLE: To be decided

FORMAT: For expediency in production and layout and for "readability," the magazine should follow a format similar to the Commodore Magazine. The VIC magazine would comprise many of the same departments (Q & A Hotline, Business, Education, Programmer's Tips, etc.) as well as a Recreational section, all of which would become important components of this new publication. I would estimate early issues of the magazine will be approximately 50 pages. Limiting the size will greatly increase the timeliness of the publication, and avoid excessive press and bindery delays.

I also feel that Commodore Magazine should, for at least the next year, retain the VIC section. As subscriptions expire, we can give our readers the option to subscribe to the VIC magazine, Commodore Magazine, or both.

PUBLICATION SCHEDULE: Initially, the magazine should be published quarterly, as opposed to the bi-monthly publication of Commodore Magazine. At the same time, I do not recommend decreasing the frequency of Commodore Magazine. For the first time, we are publishing on time with a publication that has been well received by a great majority of our readers. We have finally gained the hard-earned respect of a very critical audience. To decrease the frequency of our magazine at this time would jeopardize the strong base we have established for future subscriptions. Since the next issue of Commodore Magazine is scheduled for February, 1982, I suggest publishing the premiere VIC issue sometime in March. Thus, the publication schedule for 1982 would be as follows:

FEBRUARY -- Commodore Magazine
MARCH -- VIC Magazine
APRIL -- Commodore Magazine
MAY -- none
JUNE -- Commodore Magazine and VIC Magazine
JULY -- none
AUGUST -- Commodore Magazine
SEPTEMBER -- VIC Magazine
OCTOBER -- Commodore Magazine
NOVEMBER -- none
DECEMBER -- Commodore Magazine and VIC Magazine

STAFF REQUIREMENTS: Obviously, staffing is extremely important to the success of this publication. We need more than just a writer/editor. We need a person who has a consumer/marketing background and who can enthusiastically tackle the most important requirement of all -- building a subscription base. Attached to this memo is a draft of a job description, which can be used to advertise for the position. If approved in time, I recommend running this ad at the same time Michael Tomczyk advertises for his documentation writer.

PACKAGING: If done properly from the beginning, the magazine could be as integral a part of the VIC product as the RF modulator. Some of the options available are:

1. Providing one free magazine to the consumer after his/her warranty card has been processed.
2. Including a limited two-issue subscription to the magazine as part of the purchase price.
3. Packaging the VIC with a printed excerpt from the VIC magazine, along with a subscription card (warranty card return still gets one free issue).

The options here are unlimited; that is why it is extremely important to hire a person who realizes the importance of these packaging efforts -- and can handle them.

PRINTING COSTS: Assuming that this proposal, in an original or revised format, will be approved, I am proceeding with a rough layout and estimate of printing costs.

JOB DESCRIPTION FOR VIC MAGAZINE WRITER/EDITOR

Writer/Editor

- * Write feature stories and application articles.
 - * Edit technical material.
 - * Coordinate layout, design, artwork, printing, etc.
 - * Solicit advertising.
 - * Coordinate mailing and maintenance of subscription base.
 - * Assume responsibility for verifying editorial content.
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Requirements:

- Journalism degree and/or background
- newspaper and/or magazine experience

NOTE: Additional requirements will be determined pending your discussion with Dave Kaminer and Edythe Silverglide.

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